

MILITARY HIGHWAY

PLAN

NORFOLK

*This newsletter will update you on a comprehensive planning effort currently underway for Norfolk's Military Highway Corridor and provide information on how you can participate in the planning process. Although there are many ways to stay informed, the best opportunity is to attend the upcoming **Public Participation Meeting Wednesday, May 31, 2006** – details are included in this newsletter. Your input is essential to the planning process and we hope to see you at the meeting.*



INSIDE

- 2 **Shaping the Future of Military Highway Where We Are**
- 3 **About Military Highway Study Area Map Timeline**
- 4 **Contact Us**



NORFOLK

Life. Celebrated Daily.



Information update on the progress of the Comprehensive Plan for Norfolk's Military Highway Corridor



What is the Military Highway Comprehensive Plan?

This plan is being developed by the City of Norfolk to address a variety of needs and issues along Military Highway, including economic development opportunities, infrastructure improvement planning, streetscape design and zoning regulations.

Comprehensive planning efforts serve as a guide for the future and must be tailored to the unique characteristics, needs and desires of the community. The final plan is an important document that provides policies and guidelines for building and sustaining livable communities and achieving balanced development. A plan is useful as a decision-making tool only to the extent that it reflects the goals of the community. Therefore, the preparation of the Comprehensive Plan for Norfolk's Military Highway Corridor District includes bringing together diverse stakeholder viewpoints and values early in the decision-making process. Public participation components are comprised of interviews, small group meetings, a public meeting and public comment.



The end result will be a plan that will provide guidance for the City, property owners, businesses and residents to achieve an overall vision for enhancing the quality of the corridor.

The Military Highway Comprehensive Master Plan objectives are:

- ◆ To develop a strategy to accommodate and encourage investment in new developments and expansion to appropriate existing developments that enhance the corridor's contribution to the City's economic base
- ◆ To develop a comprehensive set of infrastructure improvement guidelines to address both transportation needs and the continued and enhanced viability of the corridor
- ◆ To define existing and future access needs
- ◆ To create a more attractive corridor including major "gateway" entrance points
- ◆ To develop methods of coordinating public and private investment in the corridor and a strategy for prioritizing improvements
- ◆ To develop a plan that is a thoughtful consideration of issues related to development and redevelopment
- ◆ To achieve a shared vision for Norfolk's future



Join the Discussion

Your involvement in this process is important in order to create a shared vision. We encourage you to attend the Public Participation Meeting and bring your ideas. The information that you provide to the study team will be reviewed and considered in the formulation of the final Comprehensive Plan. At the meeting, the study team will present preliminary study findings, visual renderings depicting the corridor's potential, outline potential "gateway" entrances to the corridor and review the study process and schedule. The study team also will present a series of maps detailing potential corridor improvements. Your input is essential in helping identify major issues existing in the corridor and to formulate a plan to resolve those issues. You may provide opinions and ideas to the City about this study by E-mail, mail, or at the Public Participation Meeting.

Please mark your calendar

Wednesday, May 31, 2006

Open House with the Study Team:

5:30 – 7:30 p.m.

Formal Presentation: 6 p.m.

Lake Taylor High School – Cafeteria

1384 Kempsville Rd., Norfolk

For directions to the meeting, visit

www.norfolk.gov/planning/

[MilitaryHighwayPlan.asp](http://www.norfolk.gov/planning/MilitaryHighwayPlan.asp)

Persons with special needs are asked to call 757-233-2558 a minimum of 48 hours in advance of the public meeting date so that appropriate arrangements can be made. Special needs may be related to meeting site access and/or mobility, materials review or interpretation, or active participation, including the submission of comments.

Shaping the Future of Military Highway

This planning process will examine many facets of the corridor and will highlight and recommend strategies to improve business activity, traffic congestion and safety, and enhance the corridor's overall appearance.

Development of the plan includes gathering extensive input from corridor property owners, business managers, civic leaders and the public. The corridor's Comprehensive Plan document will list goals, objectives, policies and guidelines for growth and revitalization.

The Master Plan will focus on four principal elements:

- 1. Economic Development Plan** – Provide a plan to keep neighborhoods and commercial areas desirable and vibrant.
- 2. Land Use and Zoning Plan** – Determine land use intensity, density and design.
- 3. Infrastructure Improvement Plan** – Define improvements to the public and private infrastructure that will be needed to support the plan.
- 4. Urban Design Guidelines** – Provide a clear design template and guidelines for properties along the corridor.

The final Comprehensive Plan will help guide elected officials, City staff, planning commission members, residents, and other stakeholders in their decisions regarding the corridor.

Where We Are

The first phase of the planning effort was launched this past August and began with the study team gathering information about the existing conditions of the corridor. An inventory was completed that details current traffic data and the status of land use, and public infrastructure along the corridor. As part of the initial information gathering process, the study team met with several property owners, civic leaders, business managers and other stakeholders to introduce the planning process and to quickly identify key concerns. The study team used this information to determine potential areas for redevelopment and reuse. The results of this initial information gathering were used to produce an Economic and Market Analysis Report that documents current levels of economic activity. This information will be used by the study team and by the general public and stakeholders to gain an understanding of the development dynamics in the corridor. The data presented in the report also provides a benchmark against which future studies of corridor activity can be measured.

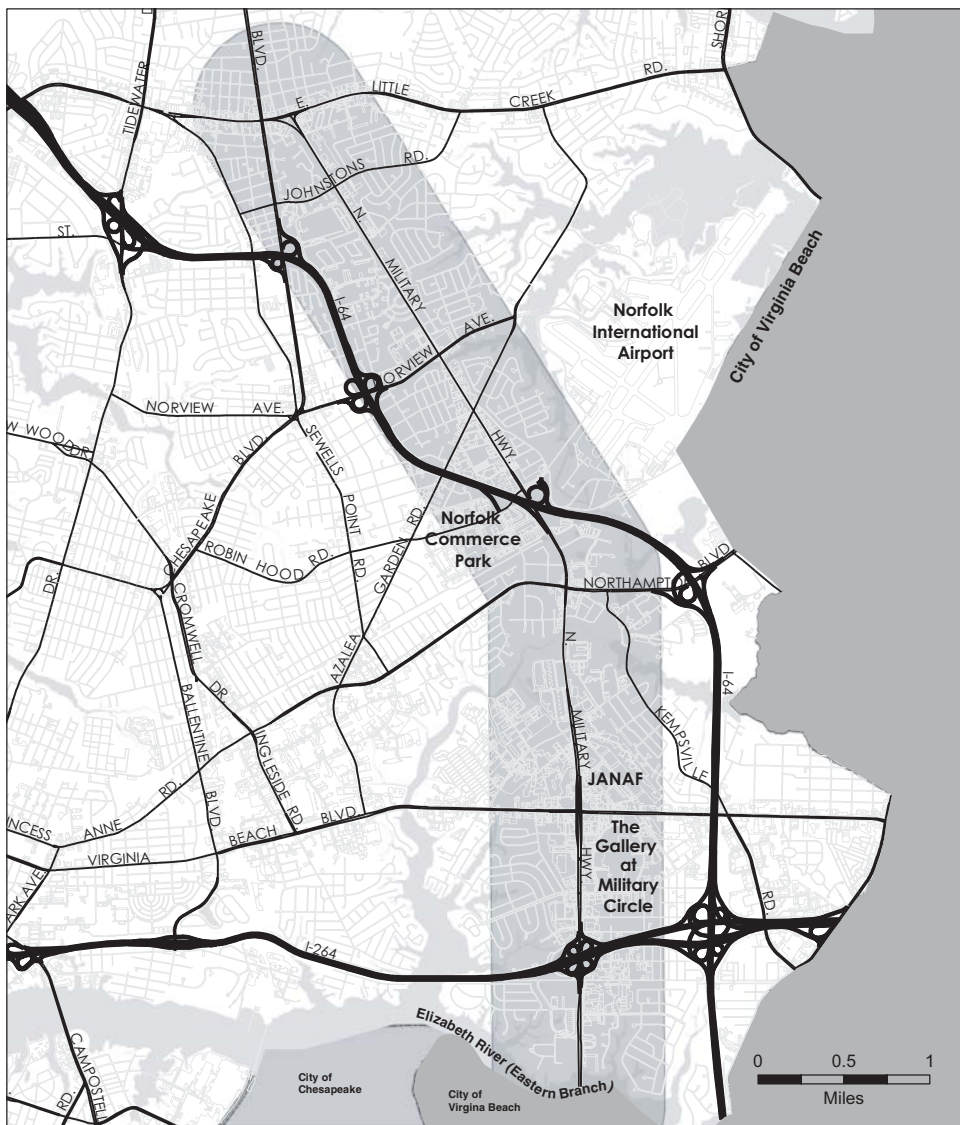
The current phase involves collecting community input about the initial concepts. Following the public meeting, the study team will review the feedback and will refine the plan accordingly. The final report and study recommendations will be presented to City Council and the City Planning Commission for their review.

About Military Highway

For both transportation and economic activity, Military Highway is an important corridor for Norfolk and the region, accommodating thousands of motorists, employees and shoppers every day. The corridor has evolved into a major economic center. However, there are areas of the corridor where investment has lagged and both economic activity and appearances have deteriorated. Without coordinated public and private action, the corridor will not achieve its full potential. Indeed, these areas of deterioration will reflect poorly on the quality of residential and commercial developments, and in a larger sense, on the City itself as visitors travel to and from the airport through the corridor. Clearly, both the City and private interests have much to gain from a cooperative enhancement effort.

Study Area

The study area encompasses the 7.5-mile long corridor of Military Highway from Little Creek Road to the Virginia Beach city limits at the eastern branch of the Elizabeth River. The study area also extends approximately one-quarter of a mile on either side of Military Highway.



Study Area



Timeline

Summer 2005

◆ Study Kick Off

- ◆ **Economic and Market Analysis** – Meetings were held with property owners and stakeholders to identify and define market opportunities and constraints. Potential opportunity sites for redevelopment and reuse were identified.

Fall 2005/Winter 2006

- ◆ **Prepare Existing Conditions Analysis** – The study team gathered critical information on the status of land use and public infrastructure along the corridor.

◆ Spring 2006 (Current Phase)

◆ Public Participation

Meeting, May 31, 2006 –

This open-house workshop will provide a forum for public input on the Plan.

Spring/Summer 2006

◆ Opportunities for public comment on the Comprehensive Plan –

- Attend May 31, 2006 Public Participation Meeting
- Contact the Project Manager directly (see contact information on following page)
- Visit the Web site:
www.norfolk.gov/planning/MilitaryHighwayPlan.asp
and fill out a comment form

◆ Presentation to City Planning Commission and City Council for their consideration and review

◆ Produce final report

MILITARY HIGHWAY

PLAN

NORFOLK

Ms. Paula Shea
Norfolk Department of Planning
and Community Development
810 Union Street, Room 508
Norfolk, VA 23510



PRSRT First Class
US Postage
PAID
Norfolk, VA
Permit No. 508

Attend the Public Participation Meeting May 31, 2006.

Don't miss an opportunity to provide your ideas. Details inside!

MILITARY HIGHWAY

PLAN

NORFOLK



Contact Us

Do you have additional questions or comments about the Comprehensive Plan for the Military Highway Corridor?

Call: Paula Shea, Project Manager:
757-664-4772

E-mail: paula.shea@norfolk.gov

Write: Ms. Paula Shea
Norfolk Department of Planning
and Community Development
810 Union Street, Room 508
Norfolk, VA 23510

Did You Know?

- ◆ The Military Highway corridor is one of Norfolk's most active retail corridors providing more than \$1.2 billion in sales annually.
- ◆ Crime rates along the corridor decreased at more than twice the rate than that of the overall City (2000-2004).
- ◆ Development and investment in the segment of the corridor south of I-64 is increasing with new retail, lodging and office space.
- ◆ Construction on the widening of Military Highway between Lowry Road and Robin Hood Road to 8 lanes is expected to begin in 2010.

Visit the study Web site for more information:

www.norfolk.gov/planning/MilitaryHighwayPlan.asp